This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method
2 comprising:
3   a) encoding, with a computer system including at least one
4   computer, [[one or more]] ad properties of an ad and
5   including the [[one or more]] encoded ad properties in a
6   click URL, wherein the [[one or more]] encoded ad
7   properties include [[information indicating how the ad was
8   selected as a candidate for serving]] all of (A) a topic or
9   concept associated with a Web page with which the ad was
10   served, (B) a time the ad was served or rendered, (C)
11   information about other ads that were rendered along with
12   the ad, (D) a geolocation to which the ad was served, (E)
13   an identity of a server that chose the ad, and (F) a
14   digital signature generated based on the other ad
15   properties included in the click URL;
16   b) serving, with the computer system, the ad together with
17   the click URL;
18   c) in response to a user selection of the ad,
19   i) decoding, with the computer system, the [[one or
20   more]] encoded ad properties at an intermediate URL
21   server, and
22   ii) forwarding, with the computer system, a content
23   rendering facility of the user to an ad landing page;
24   and
25   d) using the [[one or more]] encoded ad properties to
26   perform, with the computer system, at least one of (1)
27   tracking the performance of the ad and (2) determining
28   advertiser charges for serving the ad.

2

Claims 2 and 3 (canceled)

1 Claim 4 (currently amended): The computer-implemented method of
2 claim 1 wherein the act of encoding [[one or more]] ad
3 properties represents the encoded [[one or more]] ad properties
4 with characters from a set of K characters, where K is no more
5 than 72.

1 Claim 5 (previously presented): The computer-implemented method
2 of claim 4 wherein K is 64.

1 Claim 6 (previously presented): The computer-implemented method
2 of claim 4 wherein K is 32.

1 Claim 7 (previously presented): The computer-implemented method
2 of claim 4 wherein K is 16.

1 Claim 8 (currently amended): The computer-implemented method of
2 claim 1 wherein the encoded [[one or more]] ad properties are
3 represented with a set of K characters, and wherein the set of K
4 characters excludes one or more characters selected from a set
5 of characters consisting of "control" "space" "<" ">" and "%".

1 Claim 9 (currently amended): The computer-implemented method of
2 claim 1 wherein the encoded [[one or more]] ad properties are
3 represented with a set of K characters, and wherein the set of K
4 characters excludes one or more characters selected from a set
5 of characters consisting of "{" "}" "|" "\" "^" "[" and "]".

1 Claim 10 (currently amended): A computer-implemented method
2 comprising:

3

3   a)   encoding, with a computer system including at least one

4   computer, [[one or more]] ad properties of an ad and

5   including the [[one or more]] encoded ad properties in a

6   click URL, wherein the [[one or more]] encoded ad

7   properties include [[at least one of (1) information

8   indicating how the ad was served, (2) information

9   indicating advertiser charges, and (3) information

10   indicating how the ad was selected as a candidate for

11   serving]] all of (A) a topic or concept associated with a

12   Web page with which the ad was served, (B) a time the ad

13   was served or rendered, (C) information about other ads

14   that were rendered along with the ad, (D) a geolocation to

15   which the ad was served, (E) an identity of a server that

16   chose the ad, and (F) a digital signature generated based

17   on the other ad properties included in the click URL;

18   b)   serving, with the computer system, the ad together with

19   the click URL;

20   c)   in response to a user selection of the ad,

21   i)   decoding, with the computer system, the [[one or

22   more]] encoded ad properties at an intermediate URL

23   server, and

24   ii)   forwarding, with the computer system, a content

25   rendering facility of the user to an ad landing page;

26   and

27   d)   using the [[one or more]] encoded ad properties to

28   perform, with the computer system, at least one of (1)

29   tracking the performance of the ad and (2) determining

30   advertiser charges for serving the ad,

31   wherein the act of encoding the [[one or more]] ad

32   properties of the ad and including the [[one or more]]

33   encoded ad properties in the click URL includes:

4

34 (1) representing, with the computer system, each of

35 the [[one or more]] ad properties of the ad with a

36 binary value;

37 (2) concatenating, with the computer system, each of

38 the [[one or more]] binary values to define a sequence

39 of bits;

40 (3) encoding, with the computer system, the sequence

41 of bits into a sequence of characters, wherein each of

42 the characters is selected from a set of K legal

43 characters; and

44 (4) providing, with the computer system, the sequence

45 of characters in the click URL of the ad.

Claims 11-18 (canceled)

1 Claim 19 (previously presented): The computer-implemented

2 method of claim 10 wherein the act of encoding the sequence of

3 bits into a sequence of characters includes

4 i) dividing, with the computer system, a number

5 defined by the sequence of bits by K to obtain a

6 result and a remainder,

7 ii) selecting, with the computer system, one of the K

8 legal characters using the remainder,

9 iii) setting, with the computer system, the number to

10 the result, and

11 iv) repeating acts (i)-(iii) until the result is less

12 than K.

1 Claim 20 (currently amended): Apparatus comprising:

2 one or more processors;

3 at least one input device; and

5

4   one or more storage devices storing processor-executable

5   instructions which, when executed by one or more

6   processors, perform a method of:

7   a) encoding [[one or more]] ad properties of an ad

8   and including the [[one or more]] encoded ad

9   properties in a click URL, wherein the [[one or more]]

10   encoded ad properties include [[information indicating

11   how the ad was selected as a candidate for serving]]

12   all of (A) a topic or concept associated with a Web

13   page with which the ad was served, (B) a time the ad

14   was served or rendered, (C) information about other

15   ads that were rendered along with the ad, (D) a

16   geolocation to which the ad was served, (E) an

17   identity of a server that chose the ad, and (F) a

18   digital signature generated based on the other ad

19   properties included in the click URL;

20   b) serving the ad together with the click URL;

21   c) in response to a user selection of the ad,

22   i) decoding the [[one or more]] encoded ad

23   properties at an intermediate URL server, and

24   ii) forwarding a content rendering facility of

25   the user to an ad landing page; and

26   d) using the [[one or more]] encoded ad properties to

27   perform, with the computer system, at least one of (1)

28   tracking the performance of the ad and (2) determining

29   advertiser charges for serving the ad.

Claim 21 and 22 (canceled)

1 Claim 23 (currently amended): The apparatus of claim 20 wherein

2 the act of encoding [[one or more]] ad properties represents the

3   encoded [[one or more]] ad properties with characters from a set

4   of K characters, where K is no more than 72.

1   Claim 24 (original): The apparatus of claim 23 wherein K is 64.

1   Claim 25 (original): The apparatus of claim 23 wherein K is 32.

1   Claim 26 (original): The apparatus of claim 23 wherein K is 16.

1   Claim 27 (currently amended): The apparatus of claim 20 wherein

2   the encoded [[one or more]] ad properties are represented with a

3   set of K characters, and wherein the set of K characters

4   excludes one or more characters selected from a set of

5   characters consisting of "control" "space" "<" ">" and "%".

1   Claim 28 (currently amended): The apparatus of claim 20 wherein

2   the encoded [[one or more]] ad properties are represented with a

3   set of K characters, and wherein the set of K characters

4   excludes one or more characters selected from a set of

5   characters consisting of "{" "}" "|" "\" "^" "[" and "]".

1   Claim 29 (currently amended): Apparatus comprising:

2   one or more processors;

3   at least one input device; and

4   one or more storage devices storing processor-executable

5   instructions which, when executed by one or more

6   processors, perform a method of:

7   a) encoding [[one or more]] ad properties of an ad

8   and including the [[one or more]] encoded ad

9   properties in a click URL, wherein the [[one or more]]

10   encoded ad properties include [[at least one of (1)

11   information indicating how the ad was served, (2)

7

12   ~~information indicating advertiser charges, and (3)~~

13   ~~information indicating how the ad was selected as a~~

14   ~~candidate for serving~~]] all of (A) a topic or concept

15   associated with a Web page with which the ad was

16   served, (B) a time the ad was served or rendered, (C)

17   information about other ads that were rendered along

18   with the ad, (D) a geolocation to which the ad was

19   served, (E) an identity of a server that chose the ad,

20   and (F) a digital signature generated based on the

21   other ad properties included in the click URL;

22   b)   serving the ad together with the click URL;

23   c)   in response to a user selection of the ad,

24   i)   decoding the [[~~one or more~~]] encoded ad

25   properties at an intermediate URL server, and

26   ii)   forwarding a content rendering facility of

27   the user to an ad landing page; and

28   d)   using the [[~~one or more~~]] encoded ad properties to

29   perform, with the computer system, at least one of (1)

30   tracking the performance of the ad and (2) determining

31   advertiser charges for serving the ad,

32   wherein the act of encoding the [[~~one or more~~]]

33   ad properties of the ad and including the [[~~one or~~

34   ~~more~~]] encoded ad properties in the click URL

35   includes:

36   (1)   representing each of the [[~~one or~~

37   ~~more~~]] ad properties of the ad with a binary

38   value;

39   (2)   concatenating each of the [[~~one or~~

40   ~~more~~]] binary values to define a sequence of

41   bits;

42   (3)   encoding the sequence of bits into a

43   sequence of characters, wherein each of the

8

44   characters is selected from a set of K legal

45   characters; and

46   (4) providing the sequence of characters in

47   the click URL of the ad.

Claims 30-37 (canceled)

1   Claim 38 (previously presented): The apparatus of claim 29

2   wherein the act of encoding the sequence of bits into a sequence

3   of characters includes

4   i) dividing a number defined by the sequence of bits

5   by K to obtain a result and a remainder,

6   ii) selecting one of the K legal characters using the

7   remainder,

8   iii) setting the number to the result, and

9   iv) repeating acts (i)-(iii) until the result is less

10   than K.

Claims 39-42 (canceled)

9